

# Maryland Army National Guard

## Unit Public Affairs Training



**MARYLAND 400**



# Agenda

- What Makes a good Unit Public Affairs Representative?
- MDNG PAO Webpages
- Online UPAR Submissions & PAO Support Requests
- What makes a great photo?
- Headline writing
- Leads & Expanded Captions
- Photo Stories
- Social Media
- Meeting the Media



# UPAR

- One of the first things a commander should do is appoint a Unit Public Affairs Representative, or UPAR, as they're often called. The best person to appoint, should have some of the following qualities:
  - ❖ A UPAR should be someone who is familiar with the unit and has proven themselves as dependable. You need to be reliable and able to work independently, without a great deal of supervision.
  - ❖ A UPAR should be able to communicate well; you should be able to talk clearly and effectively to unit members, or reporters.
  - ❖ A UPAR must be well organized.
  - ❖ A UPAR must be able to create visuals with a camera or cell phone.
  - ❖ A UPAR will need at least three important things from the commander and your unit: time, material and support.



# MDNG Public Affairs Webpages

## Official web page of the MDNG

(It's full of great information, submissions, and contact info)

<http://military.maryland.gov/ng>

## Important Website

(Contains everything you need)

<http://news.maryland.gov/ng/mdng-style-guide/>

<https://go.usa.gov/xUagz>

## UPAR Submissions

(photos, videos, expanded captions, & articles)

<http://news.maryland.gov/ng/upar-submissions/>

<https://go.usa.gov/xUag7>

## Public Affairs Requests

(For major events, deployments, large training exercises, etc.)

<http://news.maryland.gov/ng/public-affairs-support-request-form/>

<https://go.usa.gov/xUagM>



# UPAR Submissions

- NLT one week after IDT weekend
- Should contain quality visual elements (photos & video that shows action)
- Include an expanded caption  
The “5 Ws & H” & identify the photographer
- Submit content (photos, videos, articles, etc.) to the MDNG PAO via the UPAR Submissions webpage.

<http://news.maryland.gov/ng/upar-submissions/>

<https://go.usa.gov/xUag7>

# UPAR Submissions

Thank you for your enthusiasm in taking up this difficult and important job of Unit Public Affairs Representative (UPAR). You are empowered by your commander to inform the public on all the great things that your unit does for the community each month.

## Example of needed info:

WHO: C Co 2-224th and 1-158th CAV personnel

WHAT: Parachute/Aerial Movement Operations at Fort Drum, NY

WHEN: 10-12 August 2013

WHERE: Chute Drop Zone, Fort Drum, NY

WHY/HOW: To increase military essential task list (METL) proficiency and increase unit operational readiness.

SUMMARY: Personnel from C Co. 2-224th and C Troop, 1-158th CAV conducted parachute operations training on 10-12 August 2013 at Chute Drop Zone, Fort Drum, NY. Approximately 24 personnel each day from C Troop were able to participate in the exercise. Two UH-60 Blackhawk helicopters, five pilots and two crew chiefs from C Co 2-224th, provided the platforms from which the unit conducted the jumps. One UH-60 from Company C, 2-224th remained at Fort Drum, NY for the remaining 5 days of the 1-158th annual training in order to support aerial insertions and air movements. Combined arms training events like this have helped to increase both units knowledge of Army operations.

\*\*\*\*Don't forget to name the photographer.\*\*\*\*

Any questions call 410.576.6179 or email [ng.md.mdarng.list.pao@mail.mil](mailto:ng.md.mdarng.list.pao@mail.mil)

UPAR Name

Rank/Grade

Name

UPAR Name

- This is the what the page looks like. It can be used on mobile devices as well.

<http://news.maryland.gov/ng/upar-submissions/>  
<https://go.usa.gov/xUag7>

Unit (Who)

Your E-mail\*

So that we can get back to you

Full name of Bde, Bn, or Unit CMDR

The What, When, Where, Why/How and Summary: \*

Should we need to know anything about this file?

Please Select Your File(s)\*

If your file(s) exceeds 50 MB, please contact us about your submission.

Select file to upload:

(click "Browse" button below to locate file)

File size restricted to: 50000 KB

File type restricted to: DOC,DOCX,GIF,JPG,JPEG,MP3,MPEG,MOV,PDF,PNG,WMV

Browse...

No file selected.

Upload

Captcha \*



Submit

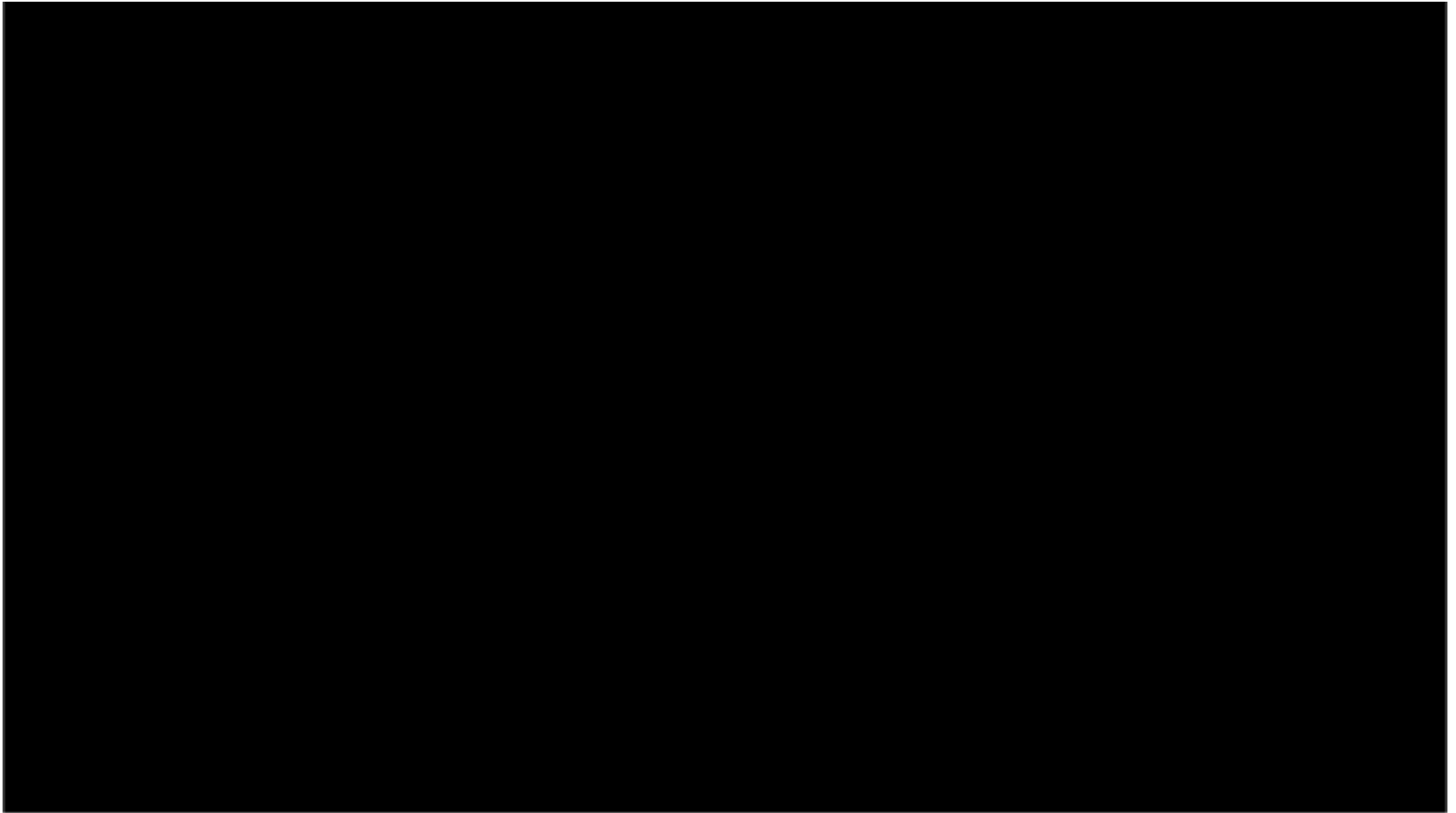
- Identify the people (subjects) in the photo.
- Include it in the Summary box.
- Use the photo's file name as a reference. E.G. DSC\_0057.JPG

The ID could look like this:

- DSC\_0057.JPG; Pvt. Jonny Badfeet, is loading the MRAP with supplies.

<http://news.maryland.gov/ng/upar-submissions/>  
<https://go.usa.gov/xUag7>

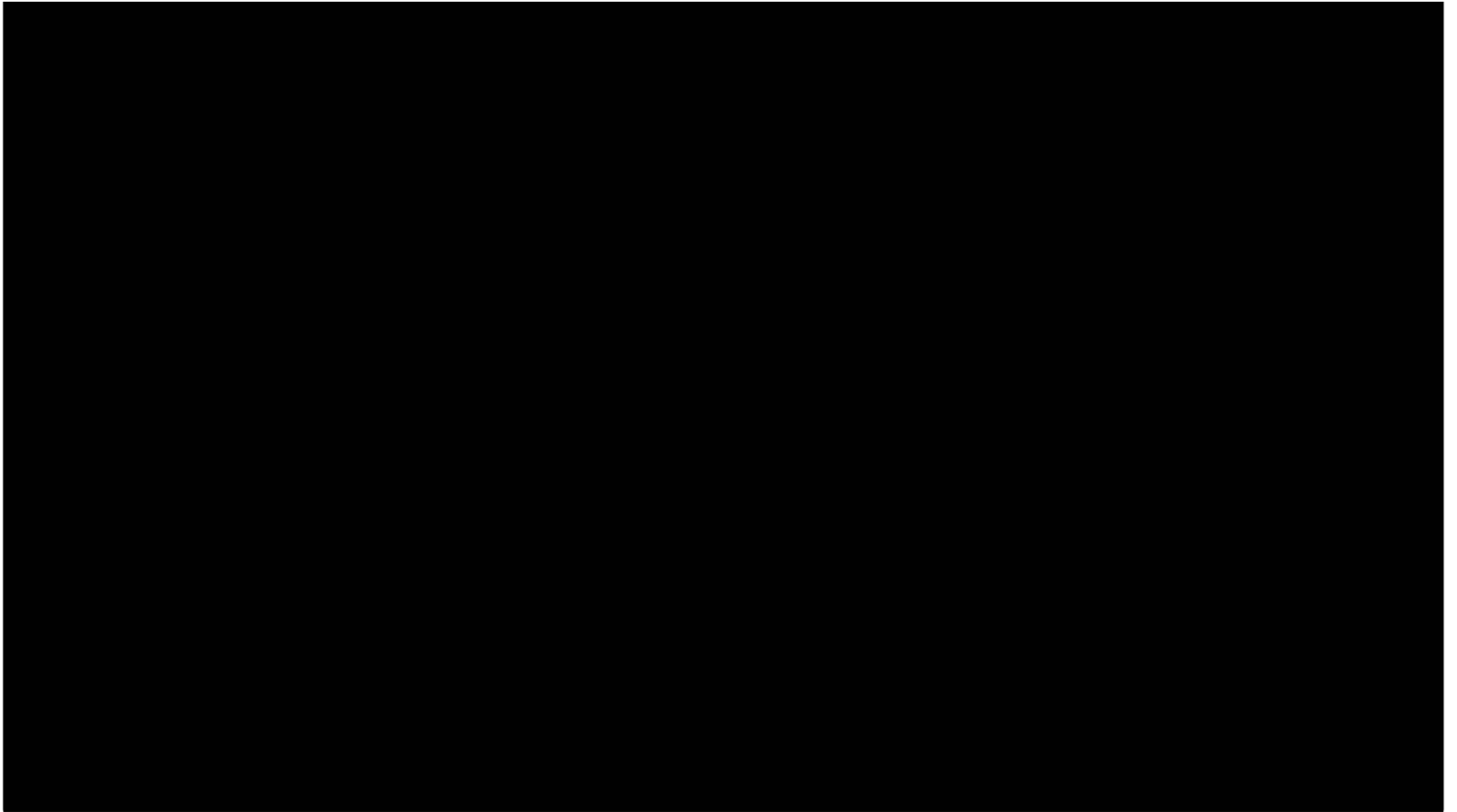
# 7 Smartphone Photography Tips & Tricks



[https://www.youtube.com/watch?v=fTz4Nhgm\\_SQ](https://www.youtube.com/watch?v=fTz4Nhgm_SQ)



# How to take better pictures and videos on your cell phone



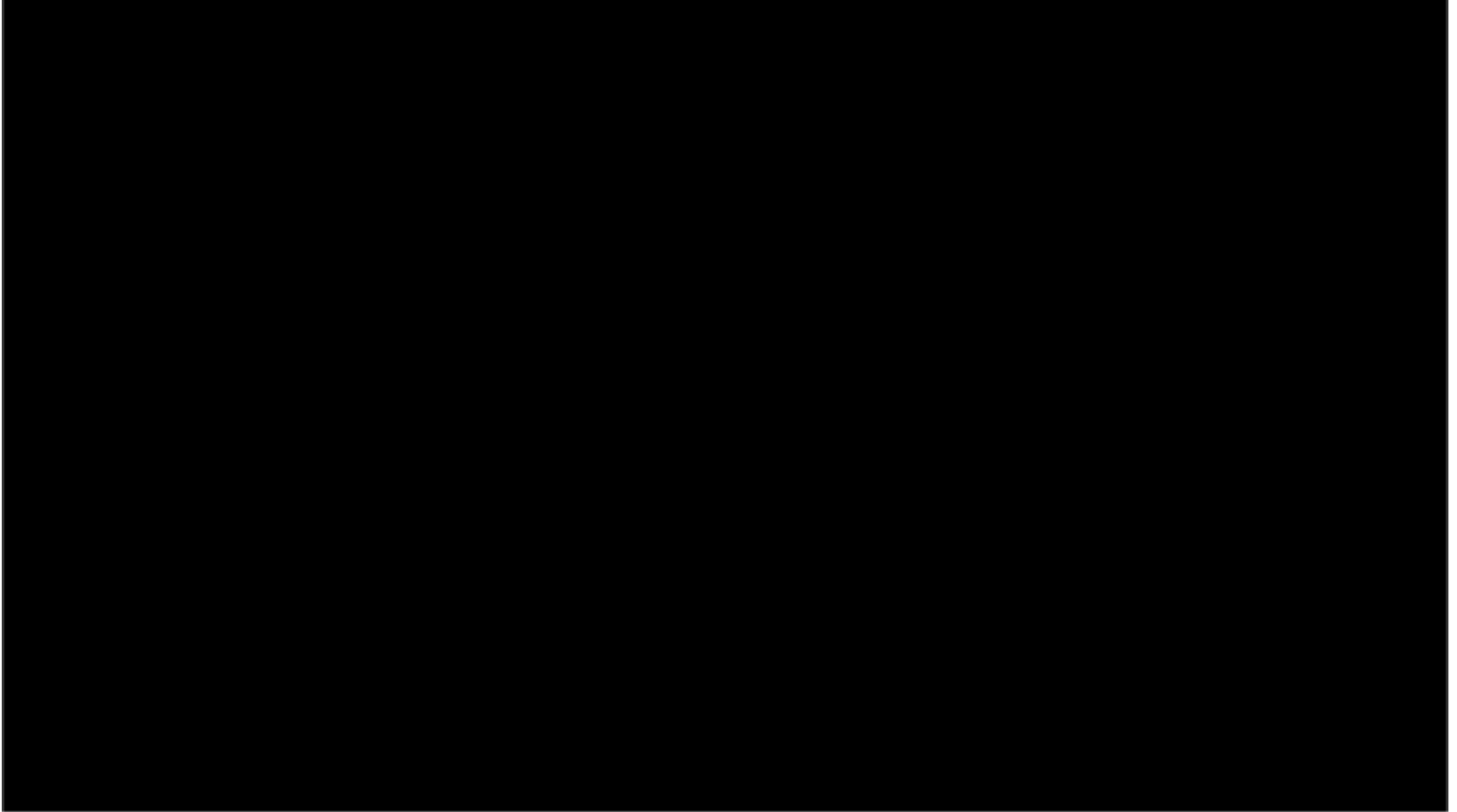
<https://www.youtube.com/watch?v=TaNIJlqIKvA>

# Tutorial 1 Mobile Filmmaking



<https://www.youtube.com/watch?v=x-gfkXu8OpI>

# Visual Storytelling 101



<https://www.youtube.com/watch?v=iWOOgZh9EvE>



# Basic Capturing Techniques

- You might have the best equipment in the world and could have the best technique, but if you don't see photographically, you won't get good images.
- We have to train ourselves and cultivate a photographic eye. The best way to do it is to capture many images. With patience and a lot of thought behind each composition.
- Learn from your mistakes, technically and compositionally.
- Imitate good image making.



# Basic Composition

- With some simple tips on composition, your photos & video will take a different dimension.

Composition is the plan, placement or arrangement of the elements of art in a work.

- In other words, how you arrange people, backgrounds, objects, etc... will determine the mood of the picture, the story and what emotion it evokes.





# Rule of Thirds

- The Rule of Thirds is essential in order to tell a story with your images. It is also the one rule most of us never follow because we tend to center the subject in our pictures.
- The rule is simple. Divide your image into thirds, horizontally and vertically (see next slide). Then place your interest along the intersection of two lines, sometimes referred as the power point.



# Rule of Thirds (cont.)



- Here is a sample of a picture where the subject is exactly in the middle. This might be a great picture, but it does not tell a the whole story and also does not include the beautiful background as part of the picture.



# Rule of Thirds cont.



- In this other example the subject is now placed in one of the dots of the Rule of Third, allowing the background now to be part of the story and capturing an emotional moment.





Always consider the path of moving subjects and, generally, leave space in front of them into which they can move.



# Framing...



- One of the easiest ways to take a creative photograph is to compose your subject with a frame around it. A photographic frame is an object that acts as a border or frame for your subject. The frame directs the viewer's attention to a particular subject or point of interest within the photograph. Frames also create perspective and show depth.



# Framing cont.

- **Creatively think of objects to use as a frame.** Some examples include branches, windows, tunnels, doorways, and archways. Anything that lets you look through one thing at another thing will make a good frame.
- **Use an interesting frame for your photograph.** If possible use a symbolic object for framing your subject, something that has a meaning in relation to the subject.







# Frame tightly

- **The Most Important Rule in Photography:**  
*Frame your image tightly, keep out the extraneous elements.*
- What are you really photographing?
- Never let extraneous elements distract the viewer from what you want to portray.
- Visuals should be concise, and to the point.





# What should you take photos of?

- Awards
- Promotions
- Unit Training
- Annual Training
- Ceremonies of any kind







# Awards & Promotions



- Pick the best side to photograph as much of the subject's face as possible.
- In an ideal situation chose the left side to capture the subject's name tape.
- Capture the action (pinning award, rank, etc.) then get a photo of the subject standing proud, hand shake, etc..





# Unit Training

Show Action



- Visuals should show action. Give viewers a reason to want to look.
- The action should be clear and easy to understand.

What's going on in this photo? Would a civilian know what's happening here? Why is this image important?>>>>>>>>>>





# Images Endure







# Spot check uniforms

- Duty uniform of the day
- Uniform inspection
- Review background
- Hats off when appropriate





# TIPS

- Get closer to the action/subject
- Use flash when indoors
- Read your camera or phone's user manual
- Capture some vertical photos
- **Don't** capture vertical video
- Always include basic info when sending photos (who, what, when, where, why/how) and your name and unit.



# Headline Writing

Look around and you will see headlines everywhere. We see them on movie marquees, splashed across newspapers and magazines, on the Internet and in crawlers on TV news.

- Headline writing is a special form of short writing.
- A headline is artful phrasing that informs and entices in just a few words.
- Without headlines, or movie titles, viewers would be left to their own devices to figure out what to watch.
- However, with headlines, viewers are drawn to what they would be most interested in.



# Headline Writing

- Headlines attract attention
- Headlines summarize stories
- Headlines help readers index contents
- Headlines set the mood for a story



# Headline Writing

(Bad) 200<sup>th</sup> MP shoots fast for championship

(Better) Fast-shooting MP takes championship

(Bad) Supply to issue new PT uniforms soon

(Better) Army to offer uniform items



# Leads & Expanded Captions

A lead is the first sentence or the first few sentences of an article. It is the most critical element.

A lead ...

- grabs attention and starts the flow of energy
- tells something about the subject of the story and shows the story's significance
- answers the question "So what?"
- shows the reader what kind of article it is – hard news, feature or some other type.



# Leads & Expanded Captions

The direct lead tells the reader the most important aspect of the story at once. It is usually used on breaking news events. We also use the direct lead to write short news items, such as news briefs or community notes. Here's an example of a direct lead:

- The Army announced on July 5, 2005, in Washington, D.C., that it will introduce no-shine, no-polish boots to the service as early as next month.



# Leads & Expanded Captions

## The five W's and H

- Readers can ask six general key questions about an event: who was involved, what happened, when did it happen, where did it happen, why and how?
- One of the five W's or H is usually more important than the others.
- This element should be placed at the beginning of the lead sentence. This is called the lead emphasis.





# Leads & Expanded Captions

- Who -- The “who” element may be a single person, a group of people or an organization. When the story is about a single person, however, it is important not to use the person’s name in the lead unless the person is prominent. For people who aren’t well known to your audience or when there are several persons to be identified, another form of identification is more meaningful.
- What -- “What” tells briefly what happened at an event. The key is to be brief and get to the point. Frequently the “who” and the “what” overlap because a “what” is usually the result of an action by a “who.” The most common order for a summary news lead is “who did what.” This structure also helps keep the sentence in active voice.
- Where -- The “where” gives the location of the news event. This question need not always be answered in specific terms.
- When -- “When” is the time or date of an event. The reader’s question of “when” should be answered in specific terms in the lead.
- Why -- The “why” concerns the cause of an event, and it is frequently implied or unavailable.
- How -- The “how” relates the circumstances or manner in which something is accomplished in the story. When it is present it often provides an intriguing lead.



# Leads & Expanded Captions

Expanded Caption should include:

- Secondary facts – Give the reader information that is significant, but not important enough to be placed in the lead. Remember, the information must be essential to the reader's understanding of the story. The secondary facts must be significant secondary facts.
- Attribution gives the source (person) or authority (directives, regulations, sources, etc.). Information should be attributed when required. Typically if something seems to be opinion in the lead, the bridge must support the lead with a source or explanation.
  - When attribution is given in the bridge, it appears at the end because the information is usually more important than its source. When attributing information, the writer should ensure the information and attribution are accurately reported. When given information from a source, it's the reporter's responsibility to verify information and identification of units and people.

# Photo Stories

## UH-72A Lakota helicopters in the sky over Maryland

By Sgt. Crystal Hudson, 29th Mobile Public Affairs Detachment



Pilots with the Maryland Army National Guard's Counterdrug Task Force hover at Weide Army Airfield on the Edgewood area of Aberdeen Proving Ground, Md., Jan. 8, 2014. The pilots flew one of the four UH-72A Lakota helicopters added to the Maryland National Guard's flying assets.



The Lakota can be maintained and operated at half the cost of the older OH-58A Kiowa helicopter that it replaces. The Lakota will function as the premier aircraft for civil support, search and rescue, and homeland security missions. Compared to the Kiowa, which is a single-engine helicopter, the Lakota has twin engines; during hurricane season, this will allow Maryland Guard pilots to fly and take off in winds up to 50 knots – or about 60 mph.



Chief Warrant Officer 4 Gregory Kulick with Maryland National Guard's Counterdrug Task Force, Aviation Support, performs pre-flight checks before a training mission in a UH-72A Lakota helicopter, Jan. 8, 2014. The task force utilizes the new UH-72A Lakota helicopters to perform civil support, search and rescue, and homeland security missions.



Maryland National Guard Counterdrug Task Force, Aviation Support pilot, Chief Warrant Officer 3 Scott Sauer, flies a training mission over the Chesapeake Bay area, Jan. 8, 2014. The task force uses the UH-72A Lakota helicopters to support state and federal drug enforcement and homeland security missions.





*Inside the aircraft, improvements include moving map and touch-screen displays and a video management system. Additional avionics and communications equipment aboard the aircraft includes radios that will allow Guard members to communicate with civilian law enforcement personnel and first responders.*



*Maryland National Guard Counterdrug Task Force, Aviation Support pilots fly a training mission over Baltimore, Jan. 8, 2014. Compared to the Kiowa, which provided two hours of flying time, the Lakota has the capability to continuously fly up to three and a half hours.*



*Chief Warrant Officer 4 Gregory Kulick flies a training mission over the Chesapeake Bay. The UH-72A Lakota helicopter has improved the capabilities of the Counterdrug Task Force with infrared technology, which will allow for more accurate search and rescue by using heat signatures.*



*The UH-72A Lakota helicopter's primary mission will be general air support, but the Lakota will also serve as a medevac helicopter and assist in search and rescue missions and drug intervention.*



# Social Media

Whether or not to participate in social computing is an individual's personal decision. Guardsmen maintain their First Amendment Rights and do have the right to express themselves in a public forum. If, however, a Guardsman is participating in a social networking site where he or she is or may be identified or associated with the National Guard they must be very cognizant of how they appear to represent their organization and the United States of America. UCMJ and other guidelines and regulations apply in the virtual space just as they do in any other.





Maryland National Guard

@MDGUARD

- Home
- About
- Posts
- Flickr
- YouTube
- Twitter
- Instagram feed
- DVIDS
- Pinterest
- Photos
- Videos
- Events
- Notes
- Community

Create a Page



Liked Following Share

Send Message

Posts



Maryland National Guard shared a post.

June 9 at 9:46am



Public & Government Service in Baltimore, Maryland

Closed Now

Community

See All

- Invite your friends to like this Page
- 16,566 people like this
- 15,987 people follow this
- Amy Nicole and 84 other friends like this or have checked in

About

See All

- (410) 576-6179
- Send Message
- military maryland





# Tips on Using Social Media

- Do not impersonate personnel or organizations
- Identify that you are speaking for yourself, not for the Army National Guard
- Avoid offensive and inappropriate behavior
- Be professional and respectful at all times
- Be wary of posting political content
- Use privacy settings
- Do not bring discredit upon yourself or the Army National Guard





# Avoiding a Salute

## **Selfless Service –**

Army Selfless Service signifies action based on proper priorities and place service above self.



**Honor** – Honor is a moral virtue, a state of being or a state of character that people possess by upholding the values that make up the Army's public moral code.

**Personal Courage** – Personal Courage is the strength to do what is right, to adhere to a higher standard of personal conduct, to lead by example, and to make tough decisions under stress and pressure.





# Funeral Detail

**Duty** – Army Duty entails fulfilling professional, legal, and moral obligations.

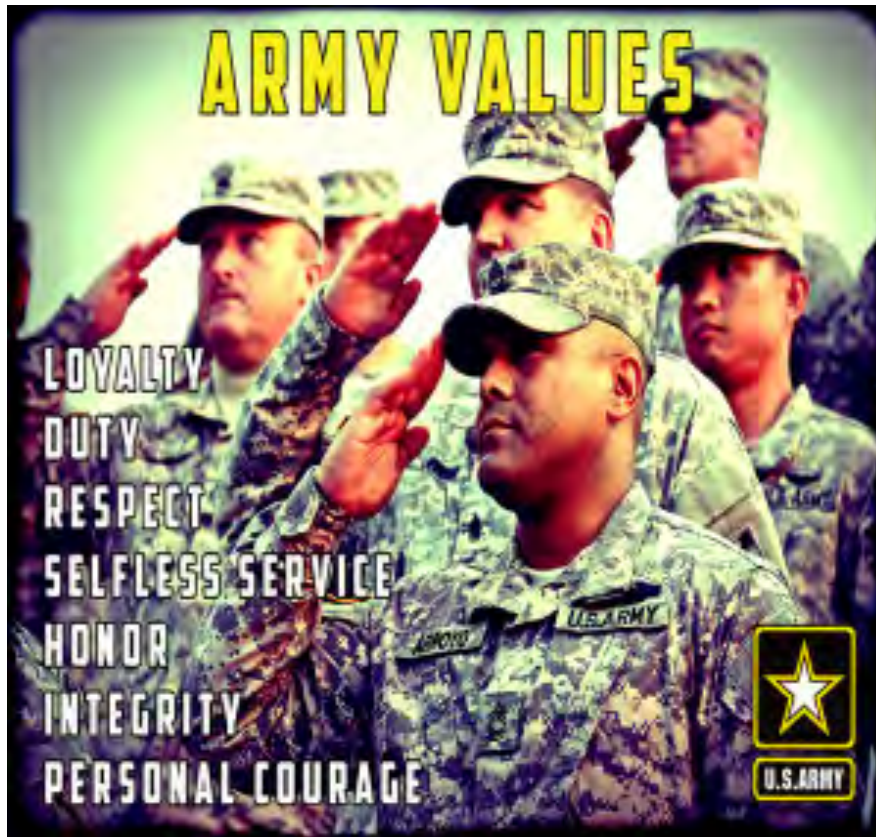
**Respect** – Army Respect includes a sensitivity to and regard for the feelings and needs of others and an awareness of the effect of a person's behavior on them.



**Soldier Suspended for Disrespectful Casket Photos**



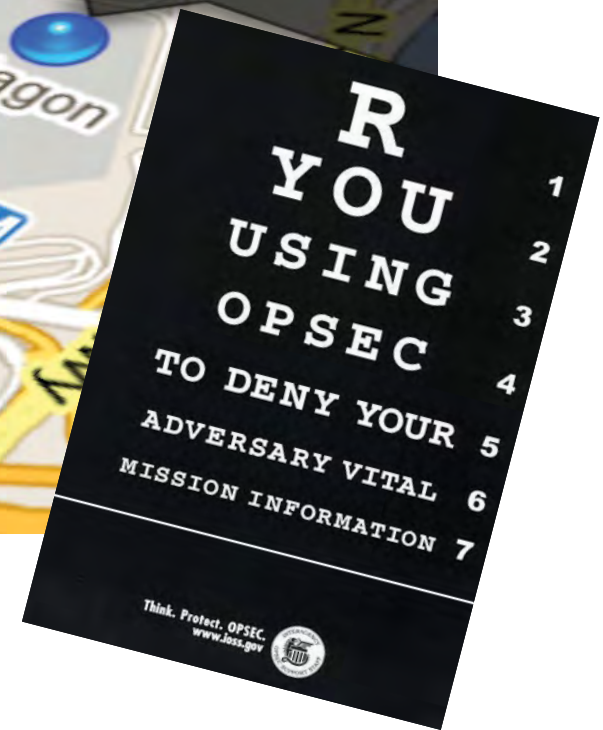
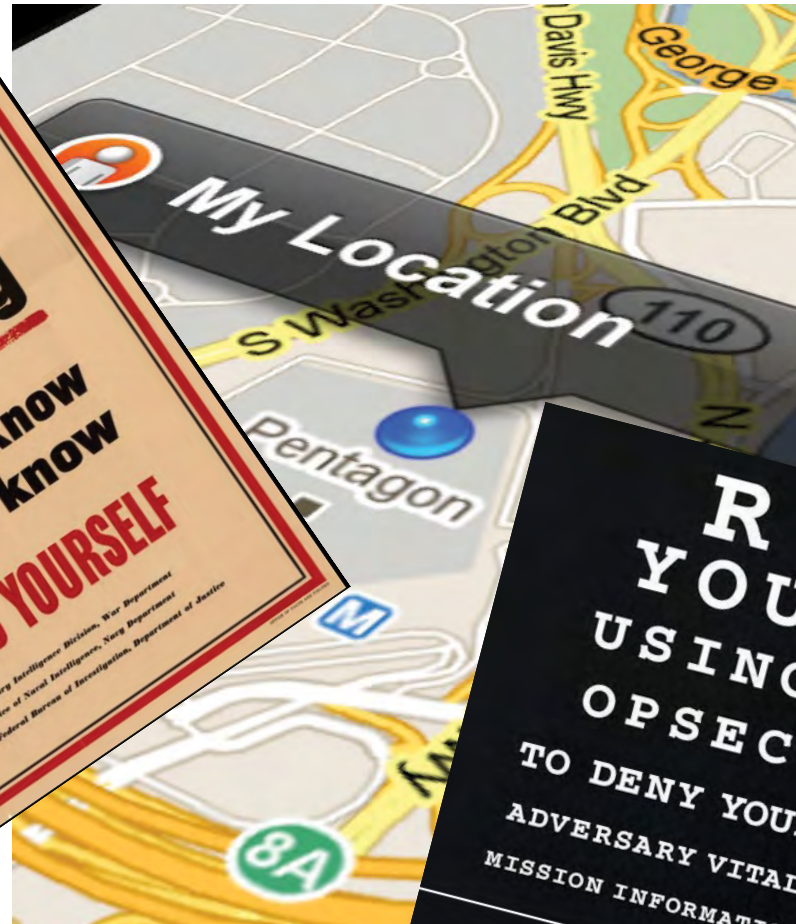
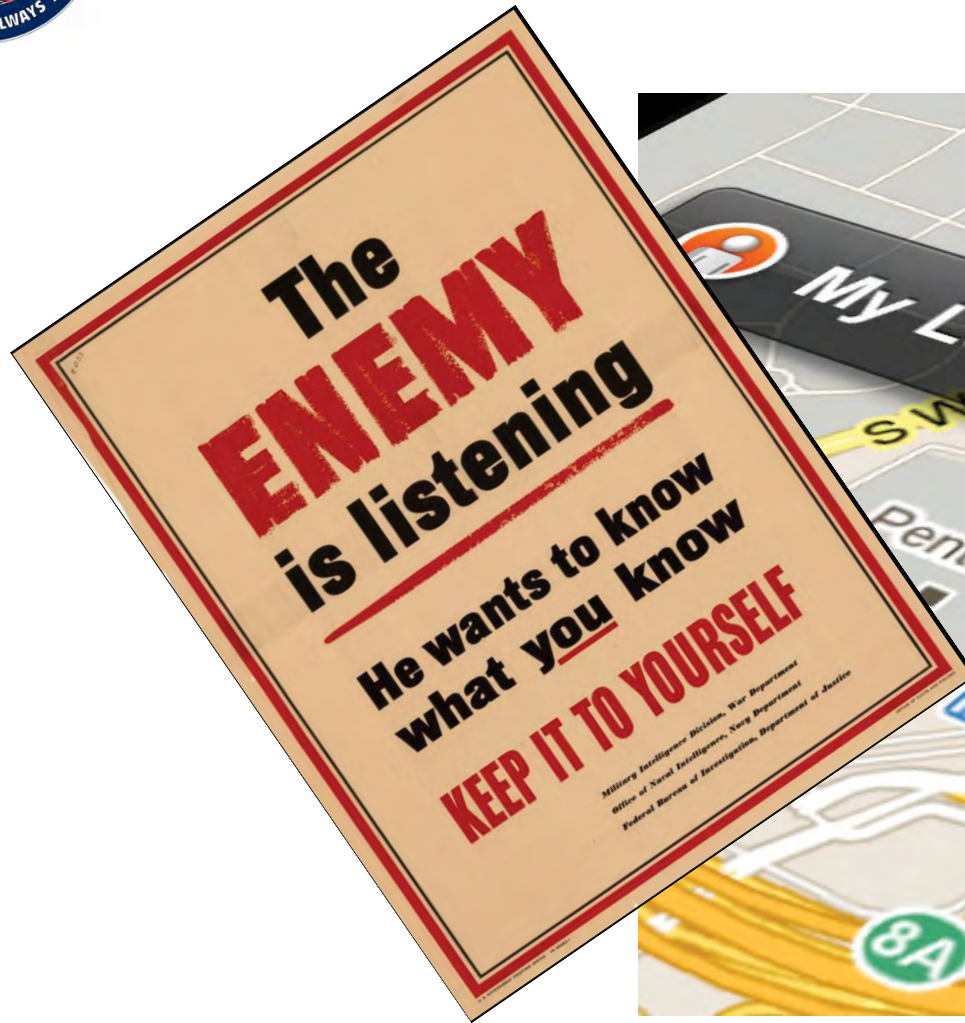
# The Army Professional



- An American Professional Soldier is an expert
- Always adhere to the Army Ethics



# Operational Security (OPSEC)



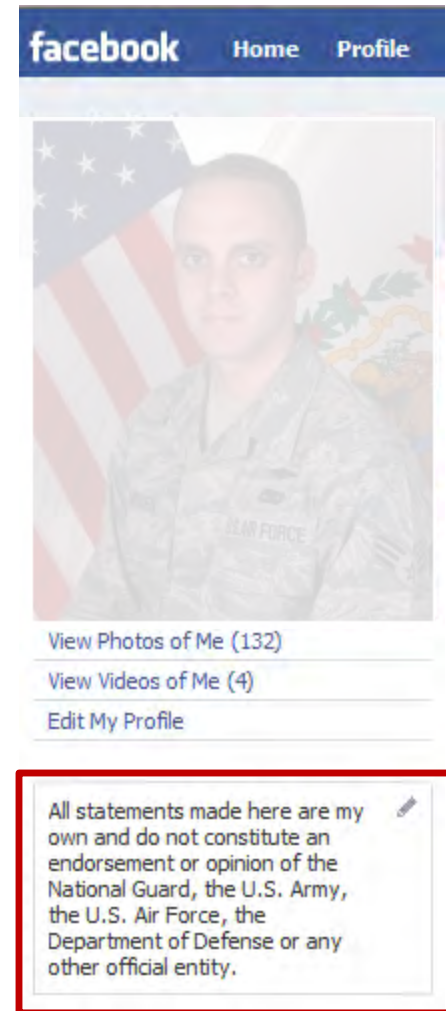






# Social Media

Any individual making statements on a public forum should identify him or herself and their affiliation with the National Guard if they are commenting on National Guard matters or issues. Be transparent. If an individual is not a public affairs officer speaking on behalf of the National Guard he or she should make it clear that the statements are their own and do not represent an official National Guard stance (Example: This statement is my own and does not constitute an endorsement or opinion of the National Guard or Department of Defense).







# Meeting the Media

Why bother... to engage in positive media relations?





# Public Affairs Environment

- The news media are a fact of life in military operations.
- Soldiers must be prepared to operate under scrutiny of national and international media representatives.
- An effective PA strategy can enhance the unit's ability to operate and could be a pivotal factor in the success or failure of a mission.





# Working With The Media

## *Ten Guidelines*

*Be ...*

... cooperative

... accessible

... direct

... fair

... a resource

... an authority

... an educator

... an advocate

... a strategist

... a team player







# Blueprint for Media Relations “Solid Public Affairs Planning”

- Media encounters should be considered opportunities rather than inconveniences.





# Blueprint for Media Relations “Solid Public Affairs Planning”



- The commander should be accessible to the media.
- The commander should speak to the media with candor and honesty.
- The commander should help the media to understand what they are observing
- The commander should provide escorts, transportation and logistics support to the media.



# Interview Guideline

## “DOs”

- Know your rights
- Know who you are talking to
- Know and understand the role of the media
- Know who will hear you
- Know your limits
- Be professional and courteous
- Avoid using the defensive “no comment”
- Be prepared and willing to support the media
- Allow media access to Soldiers and unclassified areas
- Keep your answers clear: avoid rambling explanations and acronyms.





# Tell the Truth



- ✓ Think and breathe before you speak
- ✓ It's okay to say you don't know
- ✓ Not okay to guess or assume
- ✓ Don't depend on media sources for Truth



# Brevity

Lord's Prayer	=	56 words
Lincoln's Gettysburg Address	=	266 words
Ten Commandments	=	297 words
Declaration of Independence	=	300 words
USDA Pub on Pricing of Cabbage	=	15,629 words





# Clarity





# Accuracy – Attention to Detail





# Sincerity

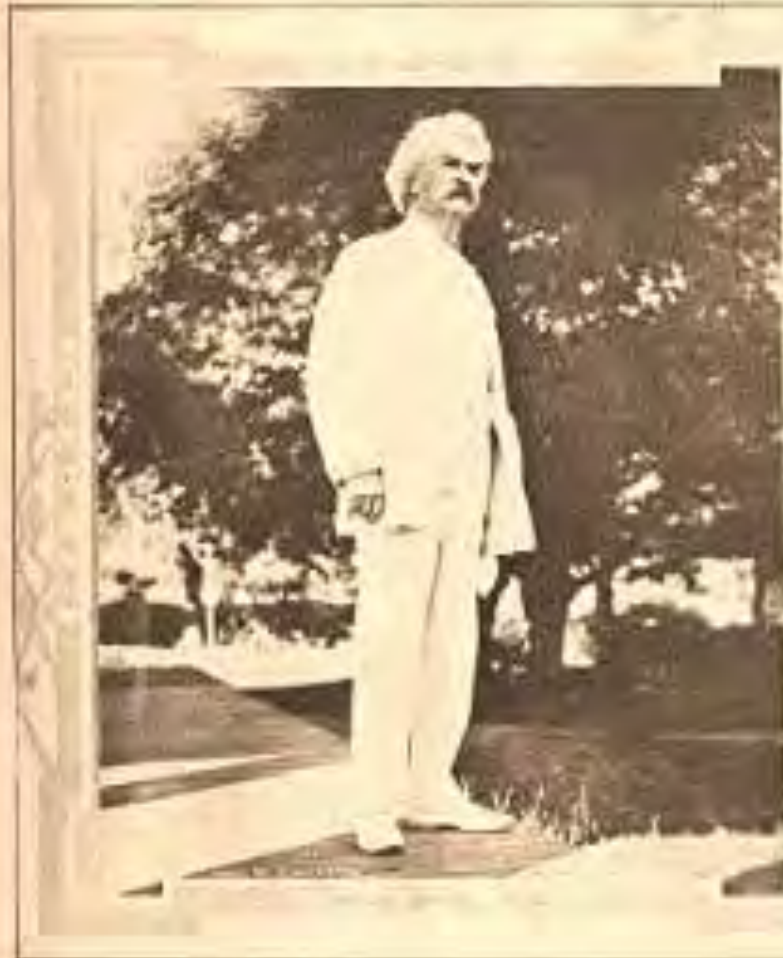


"People like sincerity - learn to fake that and you've got it made."





# Do Not Speculate



*There are two  
times in a  
man's life  
when he should  
not speculate--  
when he can't  
afford it, and  
when he can.*

*Mark Twain*

*From "Following the Equator."  
Copyright, 1897.  
By Olivia L. Glensier.*



# Avoid Negatives





# Stay in Your Lanes





# Interview Guidelines

## “Don'ts”

- Lie
- Violate operations security
- Let the media jeopardize the mission or safety.
- Stage events for the media
- Lose control of emotions or be sarcastic
- Threaten, detain, apprehend, or physically interfere with a reporter – or confiscate film!”





“Ain’ t so bad....”







# Media Realities

- **Competitive ... It' s a busine\$\$**
- **Narrow “news hole” ... It' s not all FRONT PAGE**
- **Computer Networked ... INSTANTLY retrievable**
- **Market-Driven... NEED vs. WANT to know...**
- **Influential... The media are agenda setters**
- **Cost-cutting ... Time = \$\$\$\$\$\$\$**



# 6 Categories of Journalists

**Sensationalist**

**Ideological**

**Well-Informed**

**Follow-The-Pack**

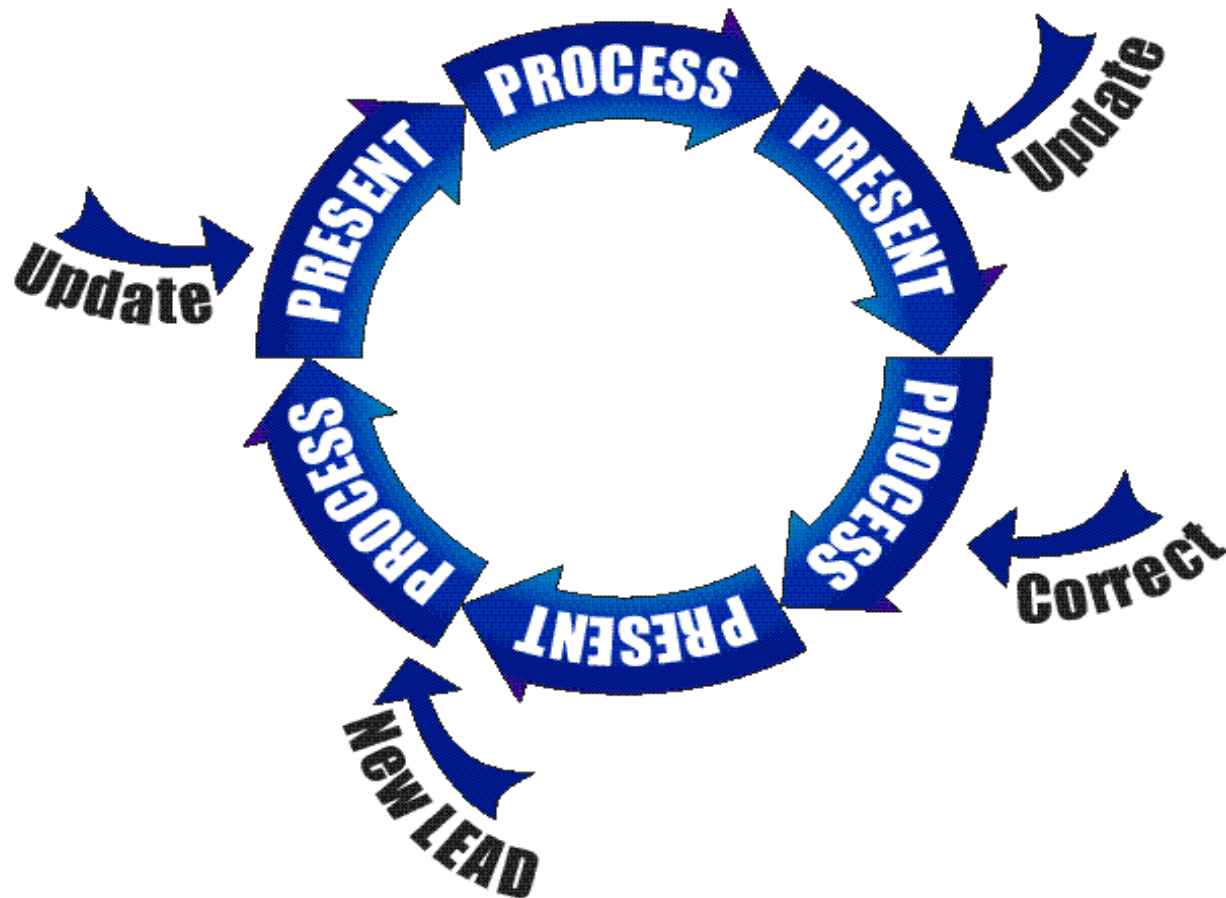
**Columnist or Commentator**

**Community Journalist**





# 24- Hour News Cycle





# Newspapers- 'The Informing Media'

## *Deep, Detailed, Local Coverage*

- National
- Regional
- Community
- Specialty

**The Detroit News**



**The New York Times**  
ON THE WEB



# Television

## *Emotional, Entertaining*

- Largest audience
- Perceived credibility
- Shallow coverage?
- Visual bias
- Other considerations







# Magazines – in depth

## *Detailed, Visual, Influential*

- News weeklies
- Regional
- Specialty





# Radio

## The Alerting Media

- No deadlines
- Phoners / beepers
- Diverse audiences
- Local?
- Often overlooked





# Wire Services

## Your Access to the World !!!

- **AP** / UPI / Reuters
- Knight-Ridder / NY Times
- PR Newswire
- Sygma / Blackstar Photo



Associated Press





# Internet

## Fast, Continues to Grow

- Blogs – everyone's a journalist!
- Web pages
- Electronic newspapers
- E-zines

**YAHOO! NEWS** 

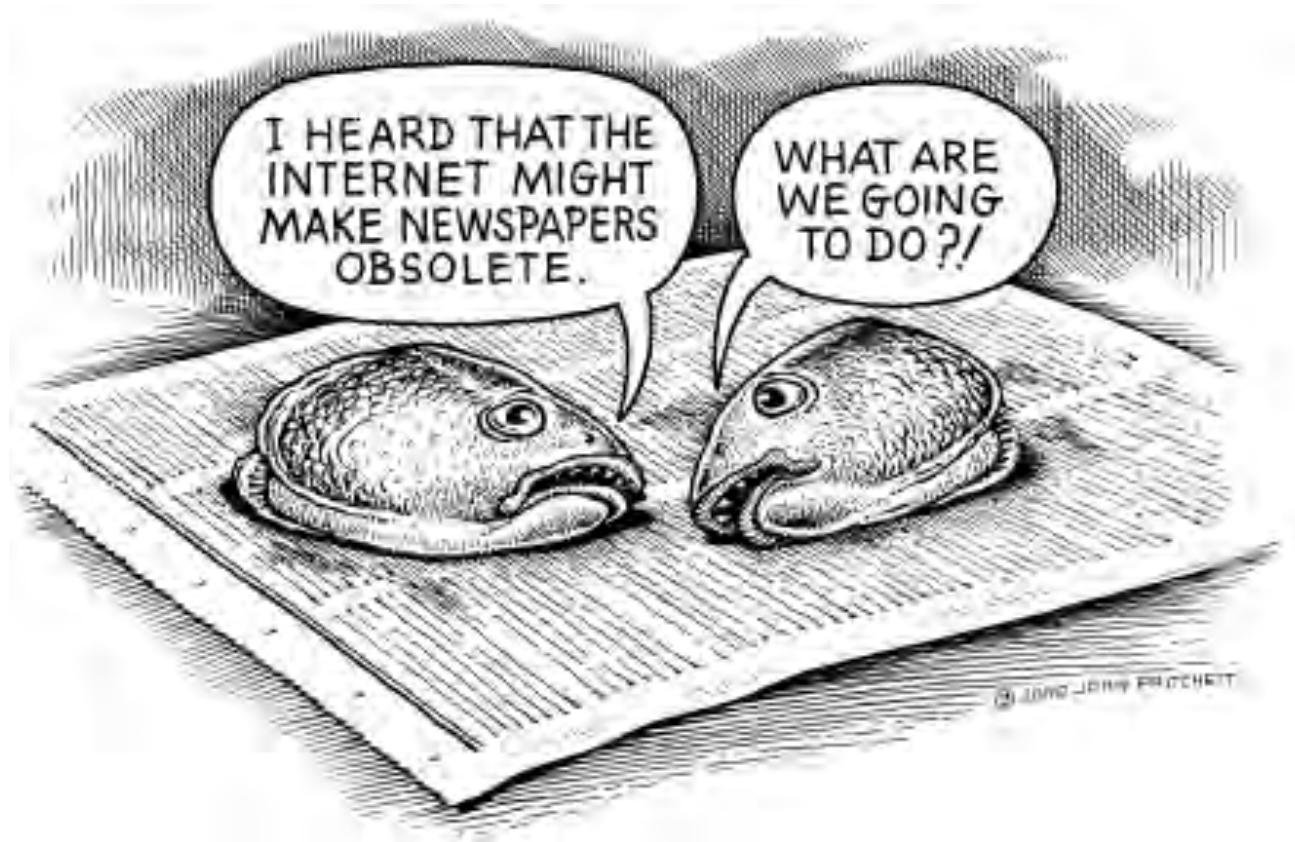
***DRUDGE REPORT***







# The end of newspapers?





# Blogs

- “THE ENEMY AGGRESSIVELY "READS" OUR OPEN SOURCE AND CONTINUES TO EXPLOIT SUCH INFORMATION FOR USE AGAINST OUR FORCES. SOME SOLDIERS CONTINUE TO POST SENSITIVE INFORMATION TO INTERNET WEBSITES AND BLOGS, E.G., PHOTOS DEPICTING WEAPON SYSTEM VULNERABILITIES AND TACTICS, TECHNIQUES, AND PROCEDURES. SUCH OPSEC VIOLATIONS NEEDLESSLY PLACE LIVES AT RISK AND DEGRADE THE EFFECTIVENESS OF OUR OPERATIONS.”





# Questions?

